Unit 3 - Using Social Media in Business

Understanding Demographics

How to achieve a high grade

Distinction:
You will produce a comprehensive, well-balanced evaluation **of how a business uses social media**, making realistic and well-explained business-related **observations on the benefits and disadvantages**, while considering their **target customers or audience**. You will provide **real-life, relevant examples** of how businesses have used social media effectively and how some businesses have not managed **the risks involved** effectively. You must articulate your arguments fluently and your views concisely, providing an evaluation that makes reasoned, valid judgements. The evidence will demonstrate high-quality written/oral communication through the use of accurate and fluent technical vocabulary, to support a well-structured and considered response that clearly connects chains of reasoning.

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What do we mean by ‘Demographics’

Demographics are **statistics that describe populations and their characteristics**.

- Age
- Gender
- Education
- Nationality
- Ethnicity
- Religion
- Income

Demographics

Why is analysis of demographics important when developing a social media campaign?

It is important to understand your audience in terms of:

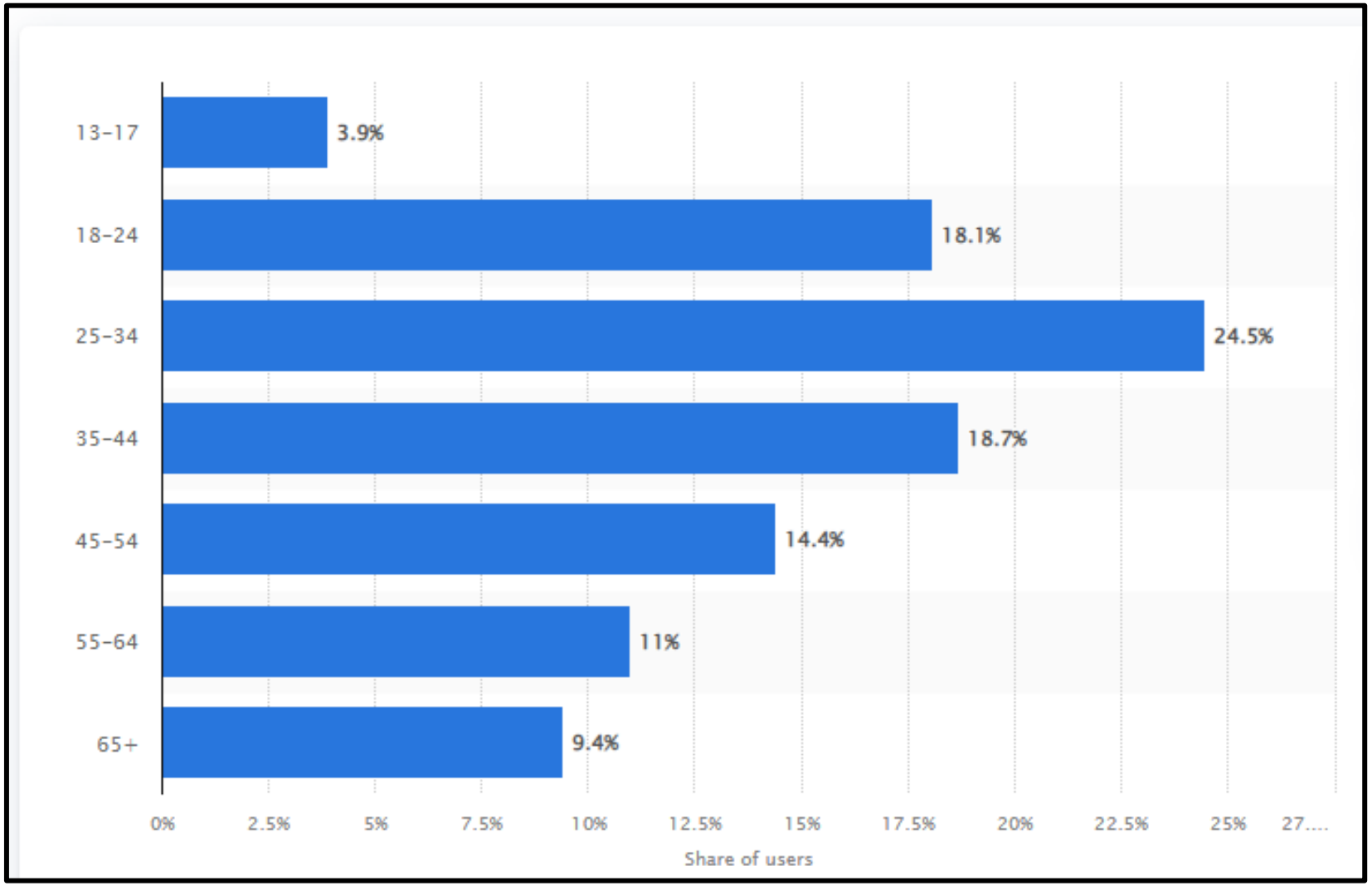
- The best social media platform to use
- The type of content your audience engages with (e.g. video content, humour, type of images, text, types of link to other content)

Social Media Sites

Demographics

Importance of audience profiles

Distribution of UK Facebook users by age – September 2022



https://www.statista.com/statistics/1030055/facebook-users-united-kingdom/

Social Media Sites

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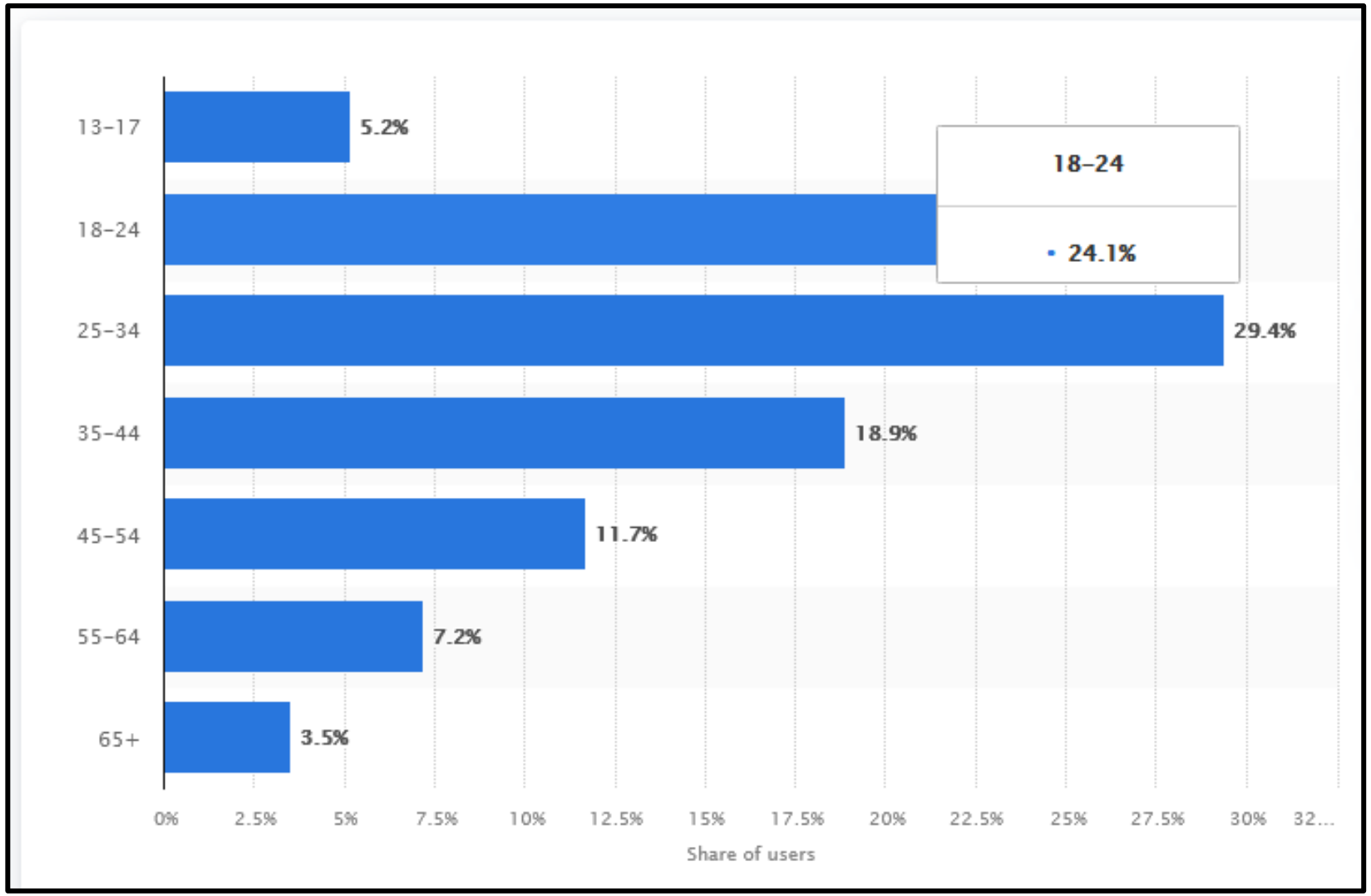

https://www.statista.com/statistics/1018012/instagram-users-united-kingdom/

Social Media Sites

Demographics

Importance of audience profiles

https://khoros.com/resources/social-media-demographics-guide

Distribution of UK TikTok users by age

Age

- 27.37% of TikTok's users are aged 13–17
- 39.91% of TikTok's users are aged 18–24
- 25.11% of TikTok's users are aged 25–34
- 5.97% of TikTok's users are aged 35–44
- 1.67% of TikTok's users are aged 45–54
- 0.32% of TikTok's users are aged 55–64

Demographics

Distribution of UK TikTok users - Gender

Gender

- 57% of TikTok users are female
- 43% of TikTok users are male

https://www.statista.com/statistics/1018012/instagram-users-united-kingdom/

Demographics

Other information on TikTok users

Time

- On average, TikTok users spend 95 minutes per day on the platform and open it 8 times per day

Business and Shopping

- TikTok users are 1.5x more likely to immediately purchase something they discovered on the platform compared to other social media platform users
- TikTok users are 1.5x more likely to convince a friend or family member to buy a product they've seen on the app
- TikTok users are 2.4x more likely to create a post and tag a brand after buying a product

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2022 Facebook demographics data:

Active monthly users
- Facebook has 2.93 billion active monthly users

Active daily users
- Facebook has 1.96 billion active daily users

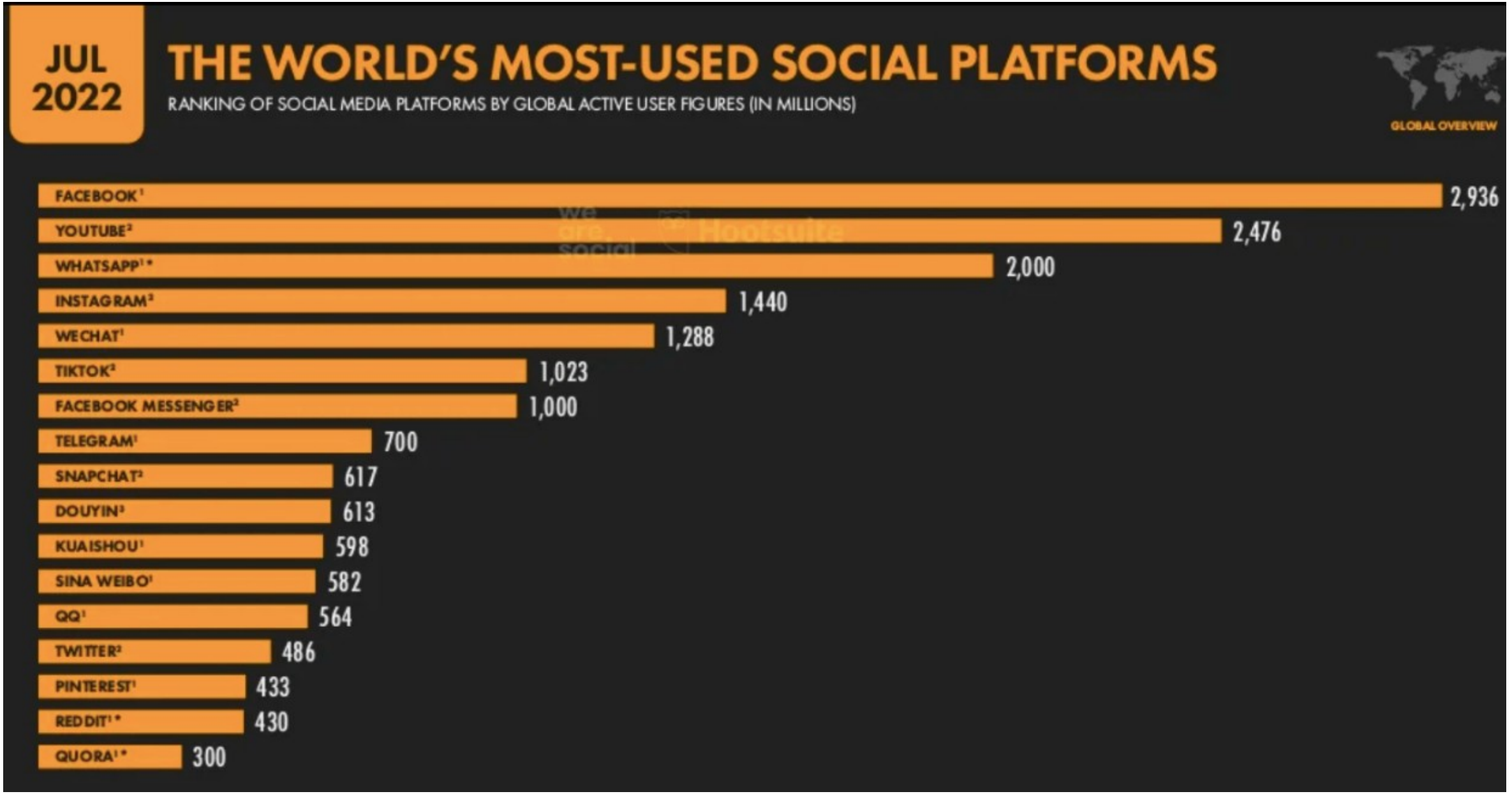
Age of internet users who use Facebook
- 86% of people ages 18–29 use Facebook
- 77% of people ages 30–49 use Facebook
- 51% of people ages 50–65 use Facebook
- 34% of people that are 65+ years old use Facebook

Income
- 85% of households with an annual income of less than $30,000 use Facebook
- 88% of households with an annual income between $30k–$60k use Facebook
- 81% of households with an annual income between $60k–$70k use Facebook
- 88% of households with an annual income between $70k–$80k use Facebook
- 86% of households with an annual income between $80k–$100k use Facebook
- 86% of households with an annual income above $100,000 use Facebook

Gender
- 54% of Facebook users are female
- 46% of Facebook users are male

Time
- On average, Facebook users spend 30.1 minutes a day on the platform

Devices
- 96% of users access Facebook via mobile devices
- 25% of users access Facebook via laptop or desktop



https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/

Activity

Activity 2 – Audience Profiles

This work can contribute to your assignment for Learning Aim A (3.1)

Learning Aim A (3.1) - Social Media Platforms

Activity 2 – Audience profile for social media sites (target audience)

It is important that businesses understand the audience profile of a particular social media site before they decide which ones to use. Things to consider are age group, gender, geographical location, etc. Spend some time reviewing statistics on social media usage and the audience profiles some social media sites. Use the websites below to help you with this, or find others yourself. Discuss your findings in the table below and include statistics and charts.

Websites:

Audience Profile Statistics (use the search bar to search for relevant charts – e.g. 'Facebook users')
https://www.statista.com/

The Social Media Demographics Guide
https://khoros.com/resources/social-media-demographics-guide

Global social media statistics research summary 2022
https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/

Site	Audience Profile (Target Audience)
Facebook	
Twitter	
Instagram	
Tik Tok or Snapchat	

References

You will be required to include references in your work (a bibliography). Copy and paste weblinks of any websites that you use into your work for later reference.

Also note any articles, videos, books etc. that you use.